

Economic Concepts in Marketing

Textbook/Competency Cross-reference

Competency	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. & Functions</i>	<i>Mkt. Practices & Principles</i>	<i>Retail Mdsg.</i>
B.1.a.	Chapter 16	Chapter 27	Chapter 38	Chapter 20	Chapter 41	
B.1.b.	Chapter 16	Chapter 27	Chapters 37 & 38	Chapter 20	Chapter 41	Chapter 34
B.1.c.	Chapter 16	Chapter 27	Chapter 38	Chapter 20	Chapters 12 & 41	Chapter 34
B.2.a.	Chapter 2	Chapter 3	Chapter 4	Chapters 4 & 5	Chapter 3	Chapter 10
B.2.b.	Chapter 2	Chapter 3	Chapter 4	Chapters 4 & 5	Chapter 3	Chapter 10
B.2.c.	Chapters 8 & 24	Chapter 3	Chapter 4	Chapters 4 & 5	Chapter 3	Chapter 10
B.3.a.	Chapter 2	Chapter 1	Chapters 3 & 4	Chapter 4	Chapter 2	Chapter 10
B.3.b.	Chapter 2	Chapter 1	Chapters 3 & 4	Chapters 2 & 4	Chapter 2	Chapter 10
B.3.c.	Chapter 2	Chapter 1, 2, & 3	Chapters 3 & 4	Chapters 4	Chapter 2	Chapter 10
B.3.d.	Chapter 2	Chapter 1	Chapter 4	Chapter 4	Chapters 2 & 3	Chapter 10
B.3.e.	Chapter 2	Chapter 1	Chapter 4		Chapters 2 & 3	Chapter 10
B.3.f.	Chapter 2	Chapter 1	Chapter 4		Chapter 2	
B.3.g.		Chapter 4	Chapter 1	Chapter 4	Chapter 4	Chapter 9
B.3.h.	Chapter 2	Chapter 3	Chapter 4		Chapter 3	
B.4.a.	Chapters 8 & 12	Chapter 2	Chapters 3, 29, & 36	Chapters 3, 4, & 16	Chapter 2	Chapter 10
B.4.b.	Chapters 8 & 12	Chapter 2	Chapters 3, 29, & 36	Chapters 3 & 16	Chapters 2 & 21	Chapters 10 & 42
B.5.a.	Chapter 2	Chapter 1	Chapter 3	Chapters 16 & 21	Chapters 1 & 2	Chapter 10
B.5.b.	Chapters 5 & 19	Chapters 1 & 40	Chapters 3 & 39	Chapters 4, 16, & 21	Chapters 1, 2, & 21	Chapter 10
B.5.c.	Chapter 2	Chapter 2	Chapter 3	Chapters 4, 10, & 21	Chapter 2	Chapter 10
B.5.d.	Chapter 2	Chapters 2 & 29	Chapters 3 & 30	Chapter 4	Chapter 3	Chapter 10
B.6.a.	Chapter 21	Chapter 2	Chapter 3	Chapter 4	Chapter 2	Chapter 10
B.6.b.	Chapter 8	Chapters 38 & 40	Chapters 5, 37, & 39		Chapters 3 & 25	Chapters 1 & 12
B.6.c.	Chapter 2	Chapter 2	Chapter 3	Chapters 4, 6, & 7	Chapter 2	Chapter 10
B.6.d.	Chapter 2	Chapter 2	Chapter 3	Chapters 4, 6, & 7	Chapter 2	Chapter 10
B.6.e.	Chapter 8	Chapters 38 & 40	Chapter 37		Chapter 3	Chapter 12

B.6.f.	Chapters 12, 15, & 27	Chapter 4	Chapter 5		Chapters 3 & 18	
B.6.g.	Chapter 23				Chapter 16	
B.7.a.	Chapter 2	Chapter 1	Chapters 1, 3, & 4	Chapters 1, 3, & 4	Chapter 2	Chapter 9
B.7.b.	Chapter 2	Chapter 2	Chapters 3 & 29	Chapters 3, 4, & 16	Chapters 2 & 21	Chapter 10
B.7.c.	Chapter 2	Chapter 5	Chapters 3 & 6	Chapter 4	Chapter 5	Chapter 10
B.7.d.	Chapter 2	Chapter 2	Chapters 3 & 29	Chapter 4	Chapters 3 & 21	Chapter 10